

iMovie: Persuasive Essay

Teacher Name: Mr. Michaud

Student Name: _____

Topic: _____

Category	Crushed it!	Semi-awesome!	Not quite there... yet!	Needs improvement
Interest and Purpose 30%	Video has a clear and interesting purpose. Stays on topic and relevant all (100%) of the time.	Video is interesting but purpose is somewhat unclear. Stays on the topic most (99-90%) of the time.	Video is not very interesting and purpose is somewhat unclear. Stays on the chosen topic some (89%- 75) of the time.	Video is not interesting and has no discernible purpose. It was hard to tell what the topic was.
Character 20%	The character(s) portrayed was believable and appealed to the intended audience.	The character(s) portrayed was believable, but did not quite appeal to the intended audience.	Evidence of character(s) was minimal and provided little evidence of effort to appeal to audience.	No character(s) was attempted and the video did not appeal to intended audience, or lacked an intended audience.
Storyboard/ planning 15%	Completed storyboard approved by instructor showing evidence of planning.	Completed storyboard showing minimal evidence of of planning.	Storyboard completed with very little detail or information	No storyboard
Creativity 15%	Quality of film seemed as professional and realistic as possible with strong usage of props and/or effects.	Quality of film seemed well-done, but not professional, usage of props and/or effects was evident.	Prop/ effect usage was attempted, though they did not add positively to the work.	No costumes, props, or effects were used or attempted.
Footage Professionalism 10%	Camera angles and/or zoom was used carefully and provided variety in the video. Minimal rocking/shaking . Focus and flow was excellent throughout.	Evidence of camera angles, zoom, and/or effects were attempted, but they were either minimal or distracting. Rocking/shaking was distracting. Focus was excellent throughout.	Minimal evidence of camera angles, zoom, and/or effects were attempted and if they were used they were choppy and distracting. Several instances of the camera rocking/shaking. Moments of problems with focus.	Little attempt was made to provide variety in the video and video quality was unclear and distracting.
Citations 10%	All sources are cited correctly.	Sources are cited and clear, but formatting is an issue.	Sources are cited but unclear, improper format.	An attempt was made to cite sources, but it was unclear.

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